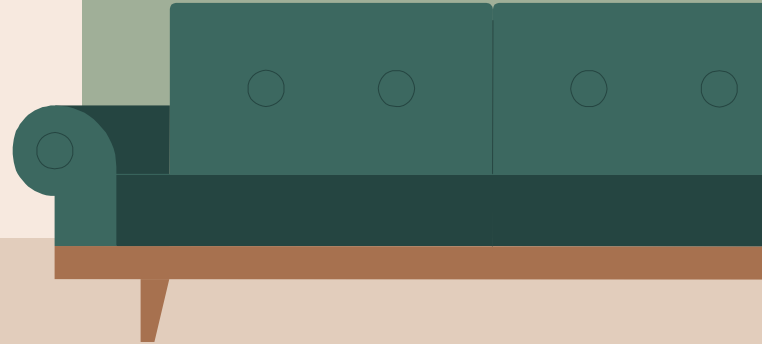
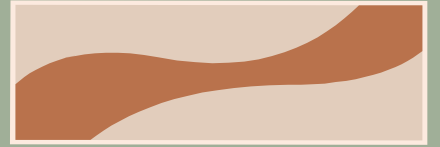
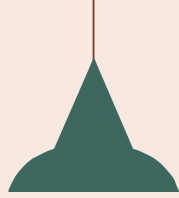


IKEA MARKETING



Content of the presentation

01

**About the
Company**

02

**Marketing &
Strategies**

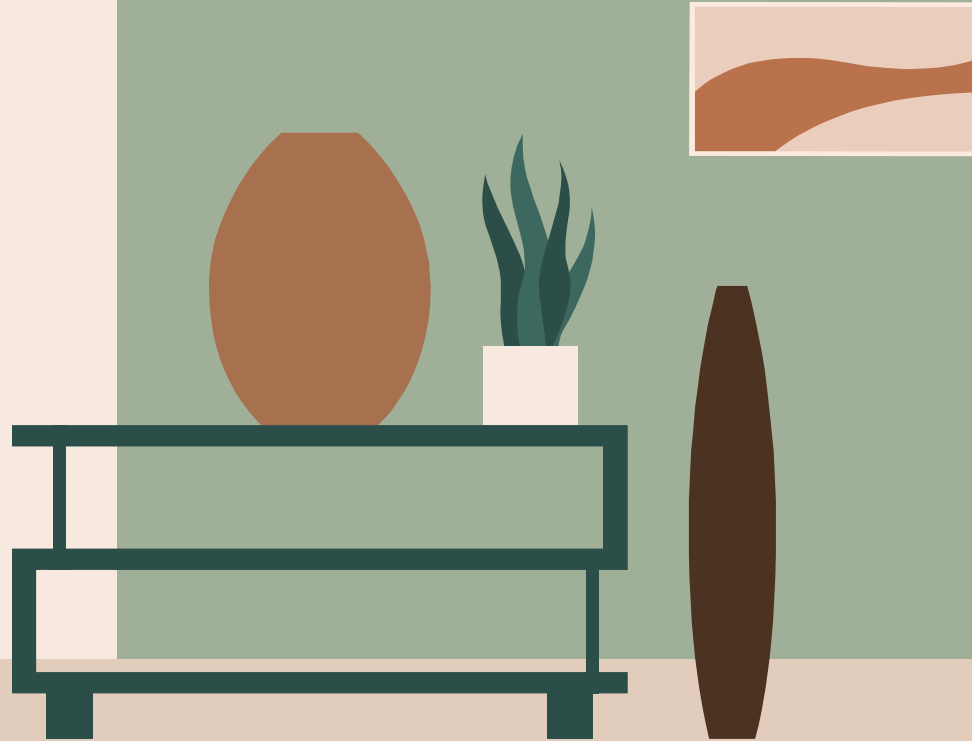
03

**Differentiated
marketing**



01

About the Company





Ikea is today the most famous furniture brand in the world.

Restaurant



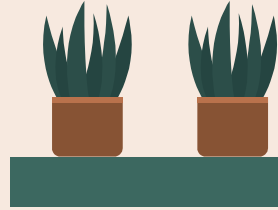
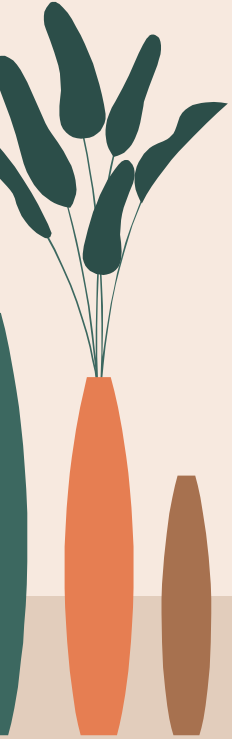
Furniture



Tech Innovations

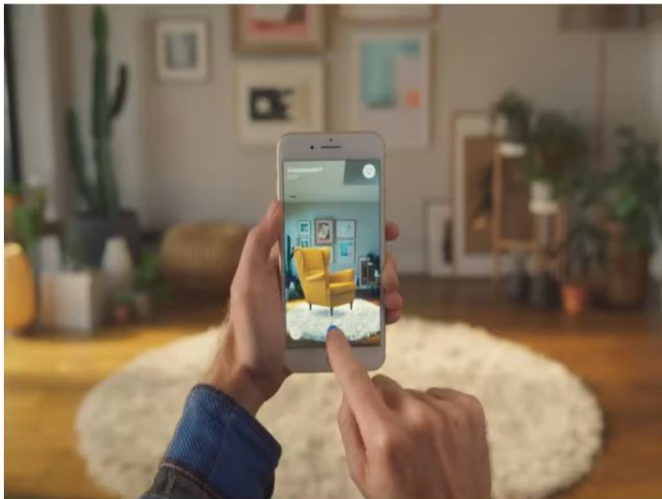
- Virtual reality stores
- Apps

https://www.youtube.com/watch?v=5_znFPj5Lis

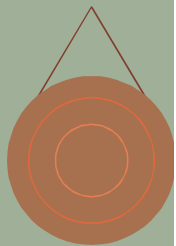
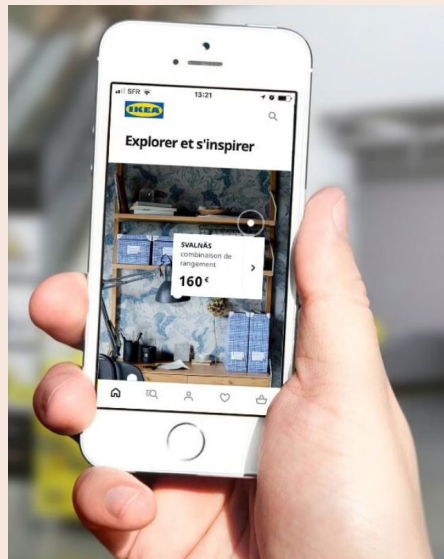


AR APP

App IKEA Place



Shop, scan and fidelity



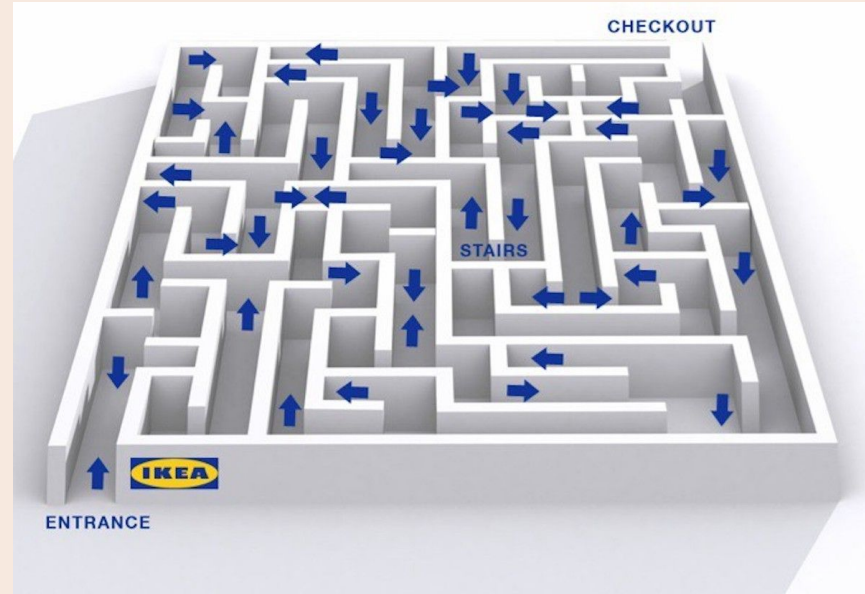


02

Marketing & Strategies

IKEA Unique Experience

IKEA stores are often compared to mazes



the effort made to reach the end of the labyrinth increases the perception of value... and the desire to reward oneself.

Customer Profile

CONSUMER 1 - Young couple.



Fashionable. Affordable. Compact. Colourful.

極度乾燥(しなさい)
Superdry.

25-35 years
old couple

Low income

Customer Profile

CONSUMER 2 - Middle-aged family.



Waitrose



JAEGER
LONDON

Higher disposable income. Modern. Spacious.



High income

Assembling your own furniture



63% of respondents were willing to pay more for furniture they can assemble themselves. It's a part of the experience

IKEA Restaurants

“It's hard to do business with someone who has an empty stomach.”



—Ingvar Kamprad
Fondator of ikea

Loss of the notion of time



Consumers lose track of time and are pushed to stay focused on what they do best : buying



IKEA stores have no windows



02

Differentiated marketing

New targeting and segmentation

Geographic and psychographic
Segmentation : City center

Target : People who don't have
time and are not here for
experiences but for an easier life



In Paris

New services



- Partnership with startups who offers assembly service, bicycle deliveries, delivery of renting cars



Promotion with events that include the store in the lives of Parisians

IKEA Strengths

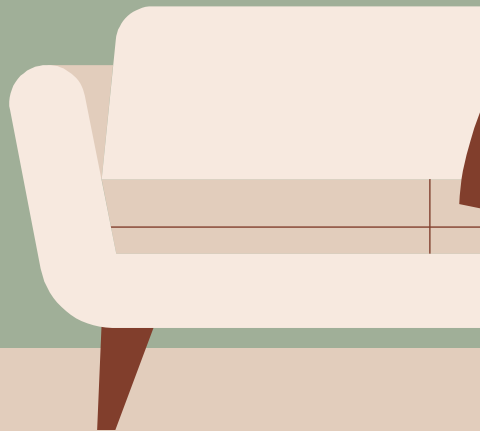
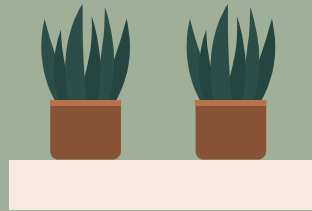
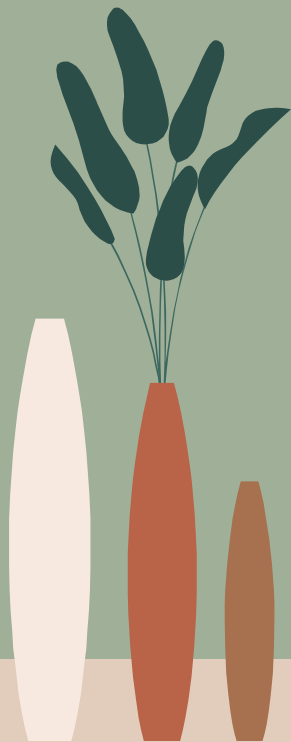
Unique experience



Efficiency and
different
marketings



THANKS !



<https://docs.google.com/presentation/d/1qwzLaecKpz8vdhF-HQCo9hTZsG-FRaNjyOuojs79SkE/edit?usp=sharing>

